

Message Text

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TAGS: CH, ETRD, UK

SUBJECT: TRADE EXHIBITIONS IN CHINA - 1976

1. TO THE BEST OF OUR KNOWLEDGE, ONLY FOUR COUNTRIES HAVE DEFINITELY SCHEDULED TRADE EXHIBITIONS IN CHINA FOR 1976. YUGOSLAVIA WILL HOLD A MACHINE TOOL EXHIBITION IN APRIL; JAPAN WILL HOLD TWO FAIRS IN SEPTEMBER (POLLUTION EQUIPMENT AND HYDRAULIC AND PNEUMATIC EQUIPMENT); SWEDEN WILL HOLD A TRANSPORTATION EQUIPMENT FAIR IN OCTOBER; AND FRANCE WILL HOLD A RERUN OF THEIR SUCCESSFUL 1973 SCIENTIFIC INSTRUMENTS SHOW FROM MARCH 9 TO 27. IN ADDITION THE ITALIANS WILL PROBABLY BE CONDUCTING A SMALLER, SYMPOSIUM-TYPE MEDICAL INSTRUMENTS SHOW THIS YEAR AND FINLAND MAY HAVE A TRANSPORTATION EQUIPMENT SHOW IN LATE 1976, ALTHOUGH EARLY 1977 IS THE MORE PROBABLE DATE.

2. THE ABSENCE OF FOREIGN INDUSTRIAL "SPECTACULARS" IS NOTABLE BUT NOT SURPRISING, SINCE ALMOST ALL OF CHINA'S MAJOR TRADING PARTNERS HAVE STAGED SUCH EXHIBITIONS IN THE LAST TWO YEARS. ALTHOUGH SOME SMALLER COUNTRIES, SUCH AS BRAZIL, MAY BE PUTTING ON BROAD-BASED INDUSTRIAL EXHIBITIONS IN 1977, SPECIALIZED SHOWS SHOULD BE THE TREND FOR THE NEXT FEW YEARS.

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3. IN THE CASE OF THE UK, MOUNTING EVEN A SINGLE-INDUSTRY SHOW HAS PROVEN DIFFICULT. UK SUGGESTIONS FOR PACKAGING OR POLLUTION EQUIPMENT SHOWS WERE REJECTED BY THE CHINESE BECAUSE THEY WOULD HAVE DUPLICATED PAST OR FUTURE JAPANESE EXHIBITIONS. FOR ANOTHER SHOW, AGREED TO BY THE CHINESE, THE UK WAS UNABLE TO DRUM UP INDUSTRY PARTICIPATION.
THAYER

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